

3.2.1 Number of papers published per teacher in the Journals notified on UGC website during the last five years (5)								
Title of paper	Name of the author/s	Department of the teacher	Name of journal	Year of publication	ISSN number	the Link to website of the Journal	Link to article/paper/abstract of the article	Is it listed in UGC Care list/Scopus/Web of Science/other, mention
Key Indicators of Financial Inclusion: An Empirical Study in the Context of Rural	Dr Ashutosh Agarwal	Management & Commerce Dept.	Korea Review of International Studies	2023	1226-4741			Yes
Maximum Marketing Effectiveness In Economic Standard:	Dr.Anubhuti Hajela	Management & Commerce Dept.	The International Journal of Interdisciplinary	2023	ISSN:2324-7649			Scopus
Weather Derivatives- Are you willing to hedge the monsoon with special reference to Agriculture Sector in India	Dr Neha Arora	Management & Commerce Dept.	International Journal of Management & information Technology	2023	ISSN: 2278-5612			Yes
मीडिया आधारित ई-गवर्नेंस	Mr Arunesh Dwivedi	Dept of Journalism & mass communication	Samvad Path -UGC care list	2023	-ISSN:2581-7353			YES
Exploring the economic impact of wellness tourism: Insights from wellness centers in Haridwar	Dr. Manisha Gupta	Management	Educational Administration: Theory and Practice	2023	ISSN 2148 2403			Scopus
Navigating the Realm of Refugee Rights in International Arena	Dr.Shashi Bala	Dept. of Law	LOIFESTA- National Conference organised by CPJ College, GGSIPU.	2024				

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Politics of the Para and the dynamics of spatiality in Saikat Majumdar's The Firebird	Ms. Shruti Gaur	CS & IT Dept.	IIS Journal of Arts	2024	2319-5339(P), 2583-7591(O)	https://iisjsoa.org/sites/default/files/iisjsoa/July-2024-issue	https://iisjsoa.org/sites/default/files/iisjsoa/July%202024/20th	YES
Empowering domestic workers: A call for fair minimum wages and Dignified labour Conditions	Dr Sonika Ahlawat	Dept. of Law	Journal of Interdisciplinary research	2024	1936-6264			UGC Care
The mediating role of green human resource management: analyze the impact of green commitment and intellectual capital in hotel environmental performance	Dr. Ruchika Gupta	Journalism and Mass Commuiction	Enery Efficiency	2024		https://link.springer.com/article/10.1007/s12053-024-10229-6		Springer
Examining the 4Es of Wellness Tourism: Education, Esthetic, Escapist and Entertainment Dimensions in India	Dr. Manisha Gupta	Management	Library Progress International	2024	ISSN 0970 1052			Scopus

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Korea Review of International Studies

Global Research Institute Korea University

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MAXIMUM MARKETING EFFECTIVENESS IN ECONOMICS STANDARD: STRATEGIES FOR DRIVING BUSINESS GROWTH AND MARKET ADAPTATION

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Abstract: The process of creating, delivering, exchanging, and communicating offerings that are valuable to customers, clients, partners, and society at large is known as marketing. It is a crucial responsibility of companies of all sizes and it contributes significantly to economic growth.



ISSN 2278-5612

Weather Derivatives-Are you willing to hedge the monsoon With special reference to Agriculture Sector in India

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ABSTRACT

With drought looming large over 14 meteorological sub-divisions, spare a thought for the planted crops that are in grave danger. For the farmers in Maharashtra, Andhra Pradesh, Karnataka and Uttarakhand this monsoon has brought everything except the much-needed moisture. Come rainy season and nearly 59 per cent of the Indian population, the people dependent on agriculture, keep their fingers crossed. Some pray to the rain God to ensure that it does not pour so hard that their crops get destroyed. On the other hand, in some villages, the farmers tie two frogs to a pole and get them married, a superstition which is supposed to bring good rainfall. Superstitions apart, the seriousness of weather cannot be overemphasised. India, as a country, faces great variations in weather conditions due to its diverse geographical structure. While some places are hit by flood, some others by drought, rising temperatures are scaling new peaks and chilling winters are breaking old records. Such diversity in weather conditions affects the business processes of many industries directly or indirectly giving agriculture the greater break. Is weather derivatives the one of the solutions to the sight for agricultural risk bearing safety? This paper aims to examine the state of risk management in agriculture of India, evaluate the effectiveness of weather derivatives as risk management tools and basic framework required to hedge them.

Keywords: Climatic hazards, Risk management, Derivative markets, Hedging, India, Agriculture

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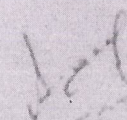
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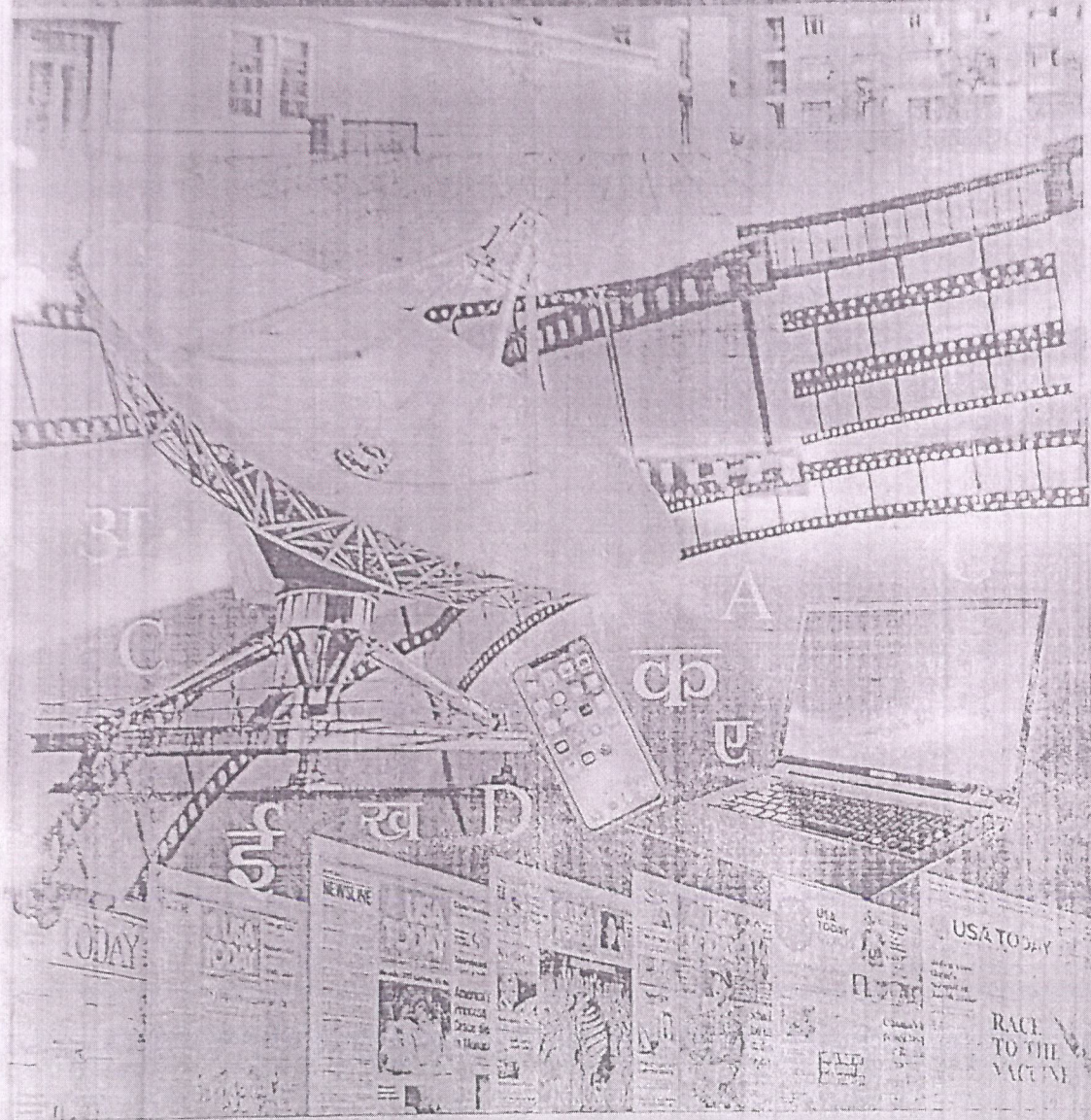

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मीडिया आधारित ई-गवर्नेंस

अरुणेश कुमार, ध्रुव सब्बरवाल

जैसे-जैसे दुनिया अधिक लोकतंत्र और विकेंद्रीकृत शासन की ओर बढ़ रही है, सुशासन और राजनीतिक स्थिरता प्राप्त करने के लिए नागरिक भागीदारी और भी महत्वपूर्ण हो गई है। अच्छा संचार स्थापित होने पर शासन में सुधार होता है। स्मार्टफोन और सोशल मीडिया संचार के साधन के रूप में जागरूकता बढ़ाते हैं, संवाद को प्रोत्साहित करते हैं और नागरिकों और सरकार के बीच भागीदारी में सुधार करते हैं।

सुशासन का संबंध एक ओर नीतियों के बीच संतुलन और दूसरी ओर नागरिकों के प्रति सम्मान और जिम्मेदारी से है। यह संतुलन विशेष रूप से महत्वपूर्ण है क्योंकि सुदृढ़ शासन और सुदृढ़ नीतिगतता साथ-साथ चलते हैं। मोबाइल और सोशल मीडिया के अभूतपूर्व विस्तार को देखते हुए गुड गवर्नेंस यानि सुशासन में इसके उपयोग के संबंध में शोध करना आज के समय की मांग है। यह अध्ययन यह पता लगाने के लिए प्रासंगिक है कि कैसे सोशल मीडिया का उपयोग जिम्मेदारी और जवाबदारी के साथ सरकार और नागरिकों के बीच संचार और संवाद के रूप में किया जा सकता है।

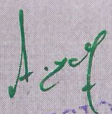
इस अध्ययन के उद्देश्य निम्नलिखित हैं-

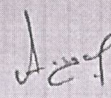
- सोशल मीडिया के जरिए सरकारी संस्थानों और नागरिकों के बीच के संवाद की संभावना, तत्ताशना
- डिजिटल इंडिया पहल के तहत राष्ट्रीय ई-गवर्नेंस योजना पर कैसे स्टडी करना
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अध्ययन का समसामयिक महत्व

सरकार ने राष्ट्रीय ई-गवर्नेंस योजना यानि नेशनल ई-गवर्नेंस प्लान 2006 में आम आदमी के लिए सभी सरकारी सेवाओं को सुलभ बनाने के उद्देश्य से शुरू की गई थी। लोकतंत्र के लिए आवश्यक है कि लोगों को सरकार की सभी गतिविधियों विशेषकर सरकार के उन निर्णयों को जानने का अधिकार होना चाहिए जो उनके जीवन स्वतंत्रता और संपत्ति को प्रभावित करते हैं। लोगों के लिए राज्य और नागरिक समाज में उनकी भागीदारी के संबंध में निर्णय लेने के लिए जानकारी बहुत महत्वपूर्ण है। सोशल मीडिया लोगों को दुनिया में राजनीतिक घटनाक्रमों के बारे में सचेत कर रहा है और संस्थागत विफलताओं, भ्रष्टाचार, अक्षमता और अवैध गतिविधियों सहित सभी सामाजिक बुराइयों पर ध्यान आकर्षित करने वाली बहस को प्रोत्साहित करने में मदद कर रहा है।

पिछले कुछ वर्षों में शासन की अवधारणा बदल गई है। नागरिक अब अधिक जिज्ञासु हैं और वे सरकार के बदलावों और नीतियों से अवगत रहना चाहते हैं। नागरिकों के साथ जुड़ने, जानकारी साझा


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Exploring The Economic Impact Of Wellness Tourism: Insights From Wellness Centres In Haridwar

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ARTICLE INFO

ABSTRACT

This comprehensive study examines the impact of wellness tourism experiences on experience satisfaction, perceived experience quality, and quality of life in Haridwar, India, focusing on wellness centres. Utilising Structural Equation Modelling (SEM) and qualitative interviews, the research identifies significant factors contributing to the growth of wellness tourism in the region. The findings highlight the crucial role of spiritual wellness, holistic health practices, and local engagement in enhancing tourist satisfaction and economic benefits. Recommendations for policymakers and tourism stakeholders are provided to leverage these insights for regional development.

Keywords: Wellness Tourism, Experience Satisfaction, Economic Development

Introduction

Wellness tourism, characterised by travel experiences aimed at enhancing physical, mental, and spiritual well-being, has emerged as a significant segment within the global tourism industry. Haridwar, renowned for its spiritual significance and wellness retreats, provides an ideal setting for examining the impact of wellness tourism on economic development (Smith, 2014). This study investigates how wellness tourism experiences influence experience satisfaction, perceived experience quality, and quality of life, and how these factors contribute to the economic development of Haridwar. The intended objective of the study is to provide a holistic comprehension of the association between wellness tourism and economic growth.

Recent studies advocates the increasing importance of wellness tourism in promoting overall quality of life. The concept of quality of life is closely linked to an individual's subjective evaluation of their well-being, influenced by their perceptions, values, and goals rather than just their actual life conditions (Bhais, 2023). This subjective assessment includes various dimensions such as physical health, mental health, emotional stability, and social relationships, all of which are integral to wellness tourism.

The impact of wellness tourism on quality of life is multifaceted. For instance, wellness tourism activities can lead to improvements in physical health through fitness programs and spa treatments. These activities not only enhance physical well-being but also contribute to mental health by reducing stress and promoting relaxation (Shynkaruk & Denisova, 2017). Furthermore, the provision of sports and cultural services has been found to have a direct and positive relationship with the quality of life (Gholipoor et al., 2018).

Additionally, wellness tourism can have significant economic and environmental impacts. Tourism activities that positively impact the local economy and environment can enhance residents' life satisfaction and sense of well-being (Roostika, 2019). The progression of wellness tourism in urban areas can lead to significant economic benefits and viable growth if a targeted strategy is adopted (Papageorgiou & Parisi, 2019).

The psychological dimension of quality of life is also crucial in understanding the impact of wellness tourism. Factors such as perceived respect and social capital play significant roles in enhancing mental well-being and overall life satisfaction (Parse, 2016; Bahmani et al., 2009). Moreover, the holistic nature of wellness tourism, which integrates physical, emotional, social, intellectual, and spiritual wellness, provides a comprehensive approach to improving quality of life (Liu et al., 2023).

Politics of the *Para* and the Dynamics of Spatiality in Saikat Majumdar's *The Firebird*

Shruti Gaur

Abstract

When a writer writes a city it is often a conscious choice rather than a mere trope or a setting. Moreover, the tight-knit structure of the city often obscures the insight into the social fabric of city life. It is the *para* meaning a neighbourhood or locality, characterized by a strong sense of community which reveals the gaps and fissures in the social fabric of the society. Saikat Majumdar's *The Firebird* (2017) opens the heart of the 1980s Calcutta through an unbiased glimpse into the *para* which comes across not only as a lane but a mesh of interconnected voices constantly making and remaking the self and the other. Building on Henry Lefebvre's theory of the "lived space," this paper attempts to locate space within the contexts of gendered bodies, mental terrains, and physical manifestations as lanes, nooks, and crannies and study the politics of spatiality through the site of the *para* in Saikat Majumdar's *The Firebird*.

Keywords: City space; Lived space; Politics of spatiality; Resistance of art; Space as ideology.

Introduction

"The city is a form of literature in which the streets are the lines of a book which can never be completed" (Ackroyd). Writers have deemed the city as the loci of their desire, conflict, passion, and memory to delve into the quotidian life in its intricacies for long. The act of writing a city consciously raises certain questions; what does a writer add to the act of writing the city? Does space collapse the binaries between reality and fiction? What is gained when a narrative is written from a spatial perspective? Jacques Derrida's understanding of how writings and texts are not just words on the page, but building blocks of meaning has ascertained the relevance of these questions in the present times. This notion complicates the lines

IMPACT OF SOCIAL MOVEMENTS ON INDIAN LEGAL SYSTEM: CHALLENGES AND PROSPECTS

Dr. Sonika Ahlawat*

Dr. Jyoti Rani**

ABSTRACT

Social movements have played a vital role in India since independence in 1947. These movements have proved instrumental in not only leading to major shifts in the society but also contributed to amendments in the legal system. In a sense, the movements act as facilitators to reflect on social, economic and political aspects of society to sensitize the government about the popular perceptions. In the current context, issues such as the rebellious mood of the youth, marginal farmers, educated Dalits, tribal population and industrial working classes have their own grievances that need to be channelized through social movements within the spirit of the constitutional.

The primary objective of the paper is to outline select social movements and critically analyze them in the Indian legal context. Of recent, several legal issues have come to fore, such as revocation of Article 370, repealing of three farm laws after a year-long agitation by farmers, amendment to the Citizenship Bill, unconstitutionality of instant Triple Talaq, etc. These politico-legal issues have become a battleground for the culture versus modernity debate. After attempting a critical analysis of these issues, this paper will make sound recommendations for harmonization of social movements, popular public demands and legal framework.

Keywords: Article 370, Constitution, legal system, social movements.

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The mediating role of green human resource management: analyze the impact of green commitment and intellectual capital in hotel environmental performance

Geeta Sachdeva · Shallini Taneja · Ruchika Gupta

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Abstract The rapid growth and expansion of the economy have given rise to several environmental concerns. The hotel industry's activities might be directed to ecological harms such as the diminution of usual resources, global warming, and the emission of various green hazards that lead to wildlife extinction and water, air, light, and industrial pollution. The hotel business can become more environmentally friendly by utilizing employee green service recovery performance to determine which issues are environmentally friendly or unfriendly and are motivated by eco-friendly dedication and sustainable human resource management (GHRM) practices. GHRM encourages employees to be committed to the environment and act sustainably, enabling hotels to enhance their environmental sustainability. The key benefit of this research is to make it easier to understand how

integrating GHRM practices improves environmental performance by increasing employees' commitment and behavior in an environmentally friendly manner. The modern study aimed to inspect and assess the effect of green intellectual capital and green commitment on environmental performance with the assistance of employees and managers working in hotels in India. It also investigates how green management of human resources affects how environmentally responsible hotels are. Moreover, Structural Equation Modeling (SEM) will be implemented to continuously evaluate any proposed interlinkages between the latent construct. Empirical findings have revealed that managing sustainable human resources improves employees' commitment to the organization, their environmentally responsible conduct, and the environmental performance of hotels. Before the conclusion, a few of the study's shortcomings and suggestions are presented.

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Keywords Environmental performance · Green human resource management · Sustainable development · Green commitment · Green intellectual capital

Introduction

Environmental maintenance and sustainability become significant global concerns. The use of environmentally responsible management in

Examining the 4Es of Wellness Tourism: Educational, Esthetic, Escapist, and Entertainment Dimensions in India

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ABSTRACT

This study investigates the influence of the 4Es model—Educational, Esthetic, Escapist, and Entertainment—on experience satisfaction and perceived quality within India's wellness tourism sector. Through a quantitative approach utilizing factor analysis and structural equation modeling (SEM), the research examines the extent to which each experiential dimension impacts satisfaction and quality perceptions among wellness tourists. Findings demonstrate that the Esthetic and Escapist dimensions exert a pronounced effect on satisfaction levels, while the Educational and Entertainment dimensions moderately enhance perceived quality. These insights yield practical recommendations for wellness tourism providers striving to optimize visitor experiences and elevate overall satisfaction, contributing to the advancement of wellness tourism in India.

Keywords: Wellness Tourism, 4Es Model, Experience Satisfaction, Experience Quality

INTRODUCTION

The global rise in wellness tourism reflects a growing commitment to health-centric travel, with wellness-seeking tourists prioritizing holistic rejuvenation that nurtures both mental and physical well-being (Smith & Puczkó, 2009). Wellness tourism comprises a spectrum of experiences that transcend conventional travel, (Raj, Gupta, & Tyagi, 2023) offering activities that aim to foster health, spirituality, and personal development. India, with its rich history of traditional healing practices such as Ayurveda, yoga, and meditation, has emerged as a pivotal destination in this domain (He, Liu, & Li, 2023; Li, Deng, Peng, & He, 2023).

Pine and Gilmore's (1998) 4Es model, which categorizes experiences into Educational, Esthetic, Escapist, and Entertainment dimensions, provides a valuable framework for understanding experiential engagement. (Raj, Gupta, & Ujjawal, 2023) Each dimension uniquely contributes to the quality and satisfaction of customer experiences. While the model has seen widespread application in various tourism contexts, its specific relevance and impact within wellness tourism, particularly in India's context, remain underexplored (Chen, Huang, & Ye, 2023; Lee & Kim, 2023).

Understanding the 4Es model's applicability to wellness tourism in India can guide industry stakeholders in creating experiences that resonate deeply with visitors, enhancing satisfaction and perceived quality. This study, therefore, seeks to investigate the impact of each dimension on wellness tourism experiences in India. By doing so, it addresses a research gap and provides insights for practitioners aiming to refine wellness tourism services in alignment with travelers' holistic wellness goals (Dinkoksung et al., 2023; Yao et al., 2023). The study's findings contribute to the growing body of literature that recognizes the importance of tailored wellness experiences, especially in destinations with unique cultural wellness assets (Backman et al., 2023; Kan et al., 2023).